Inspiring Change: Programming for New Exercisers

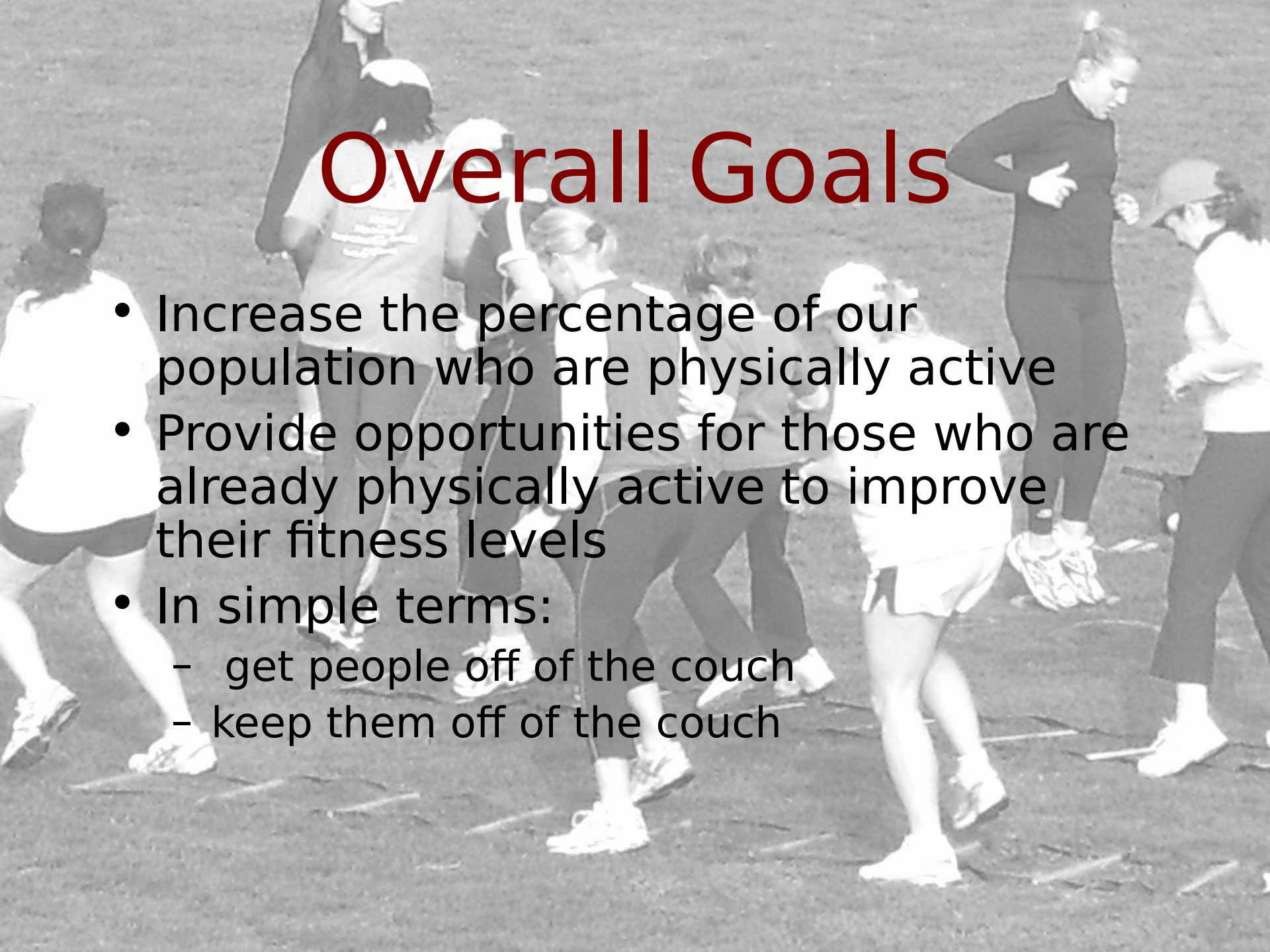
Leigh Wierichs, M.S.

NAF Atsugi, Japan

Health & Wellness Director

Overview

- Goals of new programs
- Program Descriptions
- General Conclusions & Lessons Learned

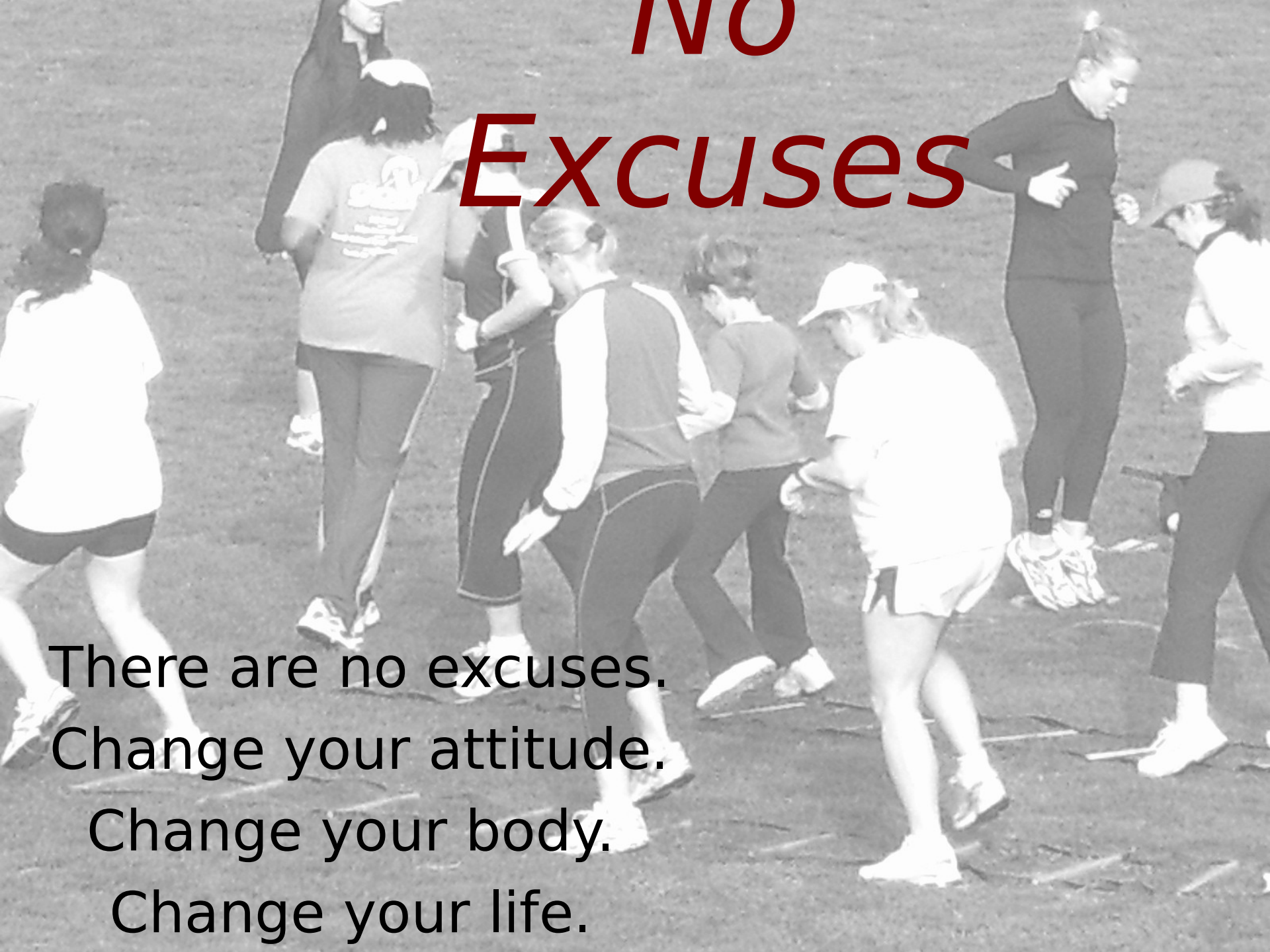


Overall Goals

- Increase the percentage of our population who are physically active
- Provide opportunities for those who are already physically active to improve their fitness levels
- In simple terms:
  - get people off of the couch
  - keep them off of the couch

Action Plan

- Simultaneously attract both new and current exercisers
- Provide a progression for new exercisers
- Create “brand name” consistency of classes
- Market programs to maximize participation


No
Excuses
There are no excuses.
Change your attitude.
Change your body.
Change your life.

Program Description

- Circuit training class designed to decrease body fat and improve muscular strength and endurance
- Combination of cardio, resistance training, and skill development
- Focus on education
- Class progresses and evolves throughout the 6 weeks

Schedule

- 6 week session; pre-registration & payment required
- 2x per week
- 1 hour and fifteen minutes per class
- Morning and Evening sessions to accommodate a variety of schedules
- Morning session scheduled around school and CDC hours
- Evening session scheduled around working hours

Target Audience

- Individuals of all fitness levels
- Previously inactive and previously active
- Dependents, active duty, & civilian
- *No Excuses Basics* is designed for those looking for a smaller group environment and a more basic format. Exercises in this class do not progress as rapidly.

Program Goals

- To get individuals that are not currently physically active to become active
- To challenge already active individuals to take their workouts to the next level in order to achieve results
- To provide participants with the tools needed to become more active OUTSIDE of class for the long term
- To educate participants about other topics that will help them be more fit in general

How do we meet these goals?

- Create a brand name
- Balance challenge & familiarity
- Educate, educate, educate!
- Set goals & track progress
- Create a Team Environment

Creating a Brand Name

- Consistency of daily format regardless of instructor
- Consistency of 6-week format from one session to the next
- Create word of mouth hype
- Marketing
  - Use of consistent logo
  - Use of tagline: There are no excuses. Change your attitude. Change your body. Change your life!

Daily Formats

- Worked as a team with instructors to create daily formats
- Schedule for entire 6-week session created prior to the start of the session, modified as needed as class progressed
- All classes (morning, evening) used the same class format

Week 1: 10/9/07 & 10/11/07 Tuesday/Thursday			Muscle Groups: Chest & Back
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	Tuesday 10/9/07		
Station #	Exercise	Muscle Group	Equipment
1	Zig Zag Drill	Cardio	Cones
2	Chest Press with Barbell	Chest	2 Steps, 8 risers, 4 Barbell Med, Barbell, lare
3	Step-Ups	Cardio	2 Steps, 8 risers
4	Scapular Retraction with Tubing	Upper Back	Tubes (2 light, 2 med, 2 hard)
5	Agility Square	Cardio	Cones at each corner of square, using lines
6	Push-Ups	Chest	2 Mats
7	Over the Top	Cardio	2 Steps, 8 risers
8	TRX Rows (Low Row, mark feet)	Rear Deltoids, Traps	2 TRX Systems on Pull-up Bar
9	Jumping Jacks or Squats	Cardio	None
10	Squats on the Physioball	Legs	2 physioballs
11	In/Out Feet with Circles	Cardio	2 pairs different color circles
12	Triceps Overhead	Triceps	Weights (6, 8, 10, 12lbs)
13	Run Laps	Cardio	None
14	Bicep Curls with Barbell	Biceps	Barbells small, med, large
15	Jump Rope	Cardio	Jump ropes
16	Medine Ball Twist	Obliques	2 medicine balls 8lb & 10 lb
	*Finish class with Abs/lower back at the end all together.		
	Thursday 10/11/07		
Station #	Exercise	Muscle Group	Equipment
1	Chest Press with Barbell	Chest	2 Steps, 8 risers, 4 Barbell Med, Barbell, lare
2	Step-Ups	Cardio	2 Steps, 8 risers
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	*Finish class with Abs/lower back at the end all together.		
		Equipment	Equipment Totals Number
		Steps	8
		Risers	32
		Physioballs	0
		Bands Loops	2 green 2 red 2 blue
		Dumbbells	Triceps Overhead
		Barbell	Barbell, small, 2 med, 2 larg
		Medicine Balls	8 lbs, 10 lbs
		Special Notes: Place 6 sets of barbells intot he downstairs closet.	

Consistency of 6-Week Schedule

- All classes follow the same schedule for the 6-week session
- Participants receive schedule at the start of class
- Different focus each week for both education and exercises

Sample 6-Week Schedule: Exercise

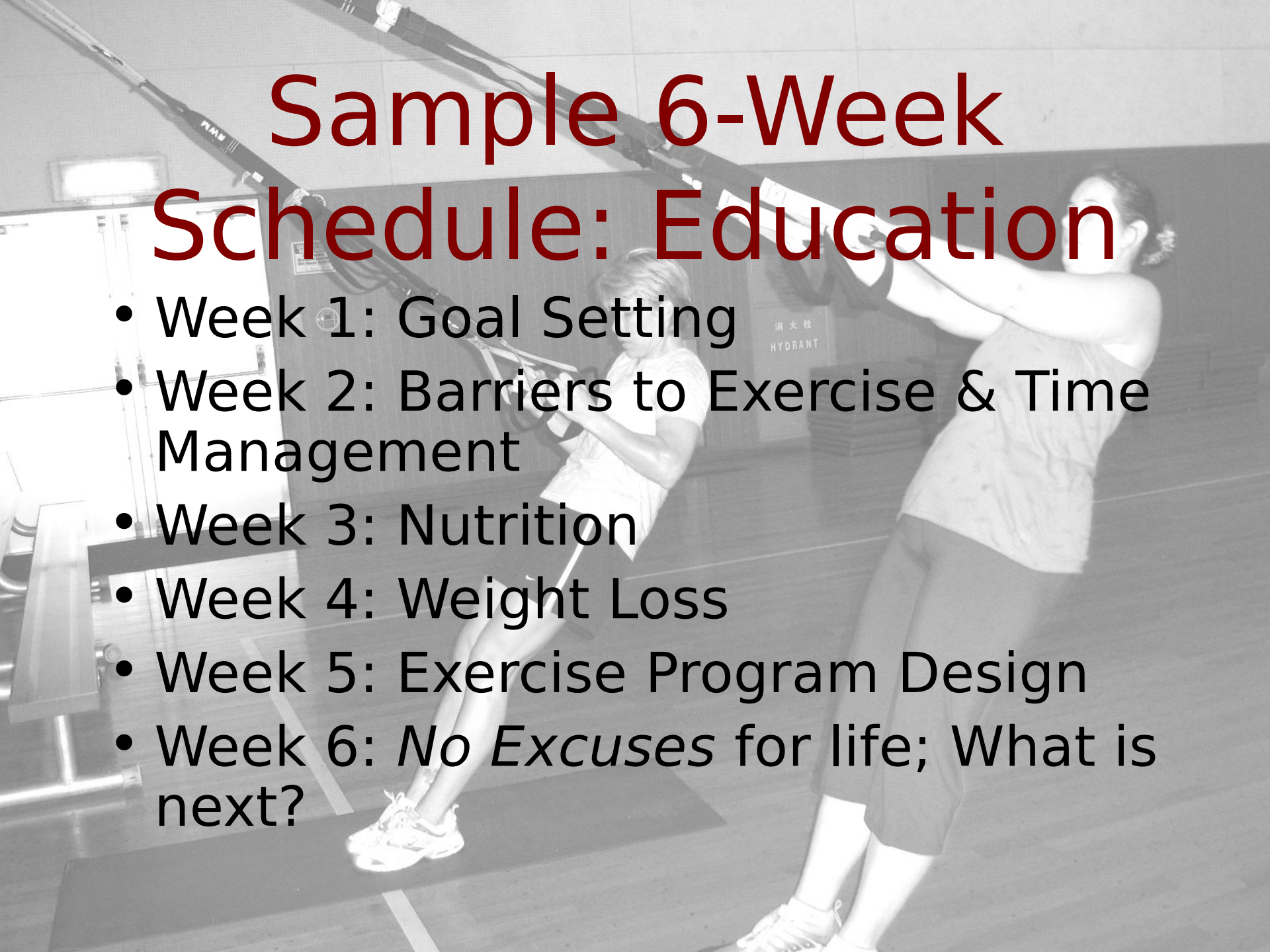
- Week 1: Assessment/Chest & Back
- Week 2: Lower Body
- Week 3: Biceps, Triceps, Shoulders
- Week 4: Core & Balance
- Week 5: Cardio
- Week 6: *No Excuses* Challenge & Assessment

Balance Challenge & Familiarity

- Circuit format permits personalization
- Circuit designed to become progressively more challenging throughout the 6-week program
- Variety of Equipment & Exercises Used
- Always and never the same

Educate, Educate, Educate!

- Key component to program
- Varied depending on needs and interests of participants
- Nutrition, time management, & weight loss were hot topics
- Emails, web site, & handouts
- Extra time in class used for educational component
- Emphasize whys & hows of exercise



Sample 6-Week Schedule: Education

- Week 1: Goal Setting
- Week 2: Barriers to Exercise & Time Management
- Week 3: Nutrition
- Week 4: Weight Loss
- Week 5: Exercise Program Design
- Week 6: *No Excuses* for life; What is next?

Set Goals & Track Progress

- Begin class with basic fitness assessment
- Set goals
- Re-focus participants on goals as class progresses
- Assess again at the end
- Be available for assessments throughout

Group Goal Setting Chart

Create a Team environment

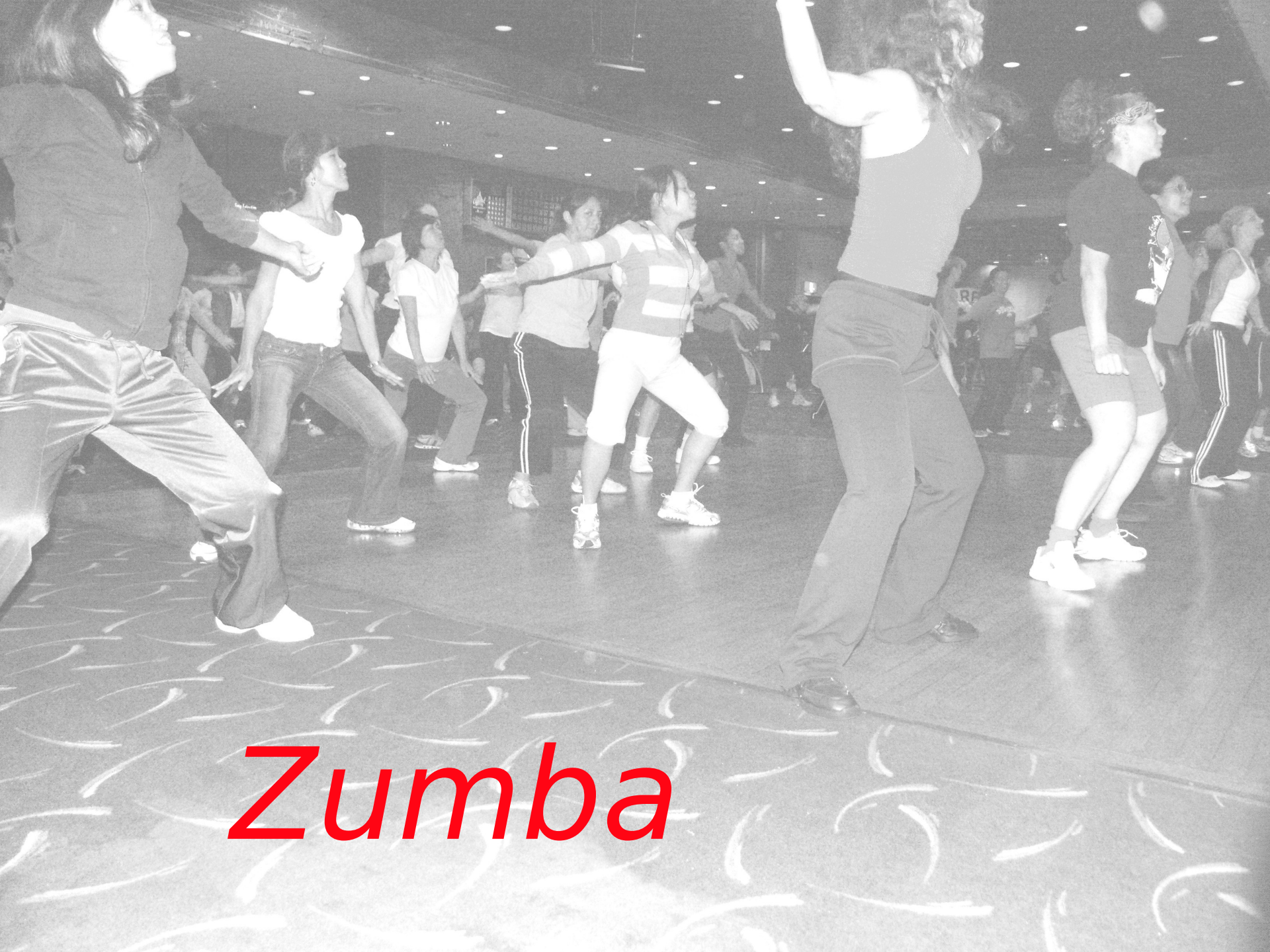
- Partners
- Small groups
- Group Support & Encouragement
  - Group Goals Chart
- Set the tone
- Team teaching

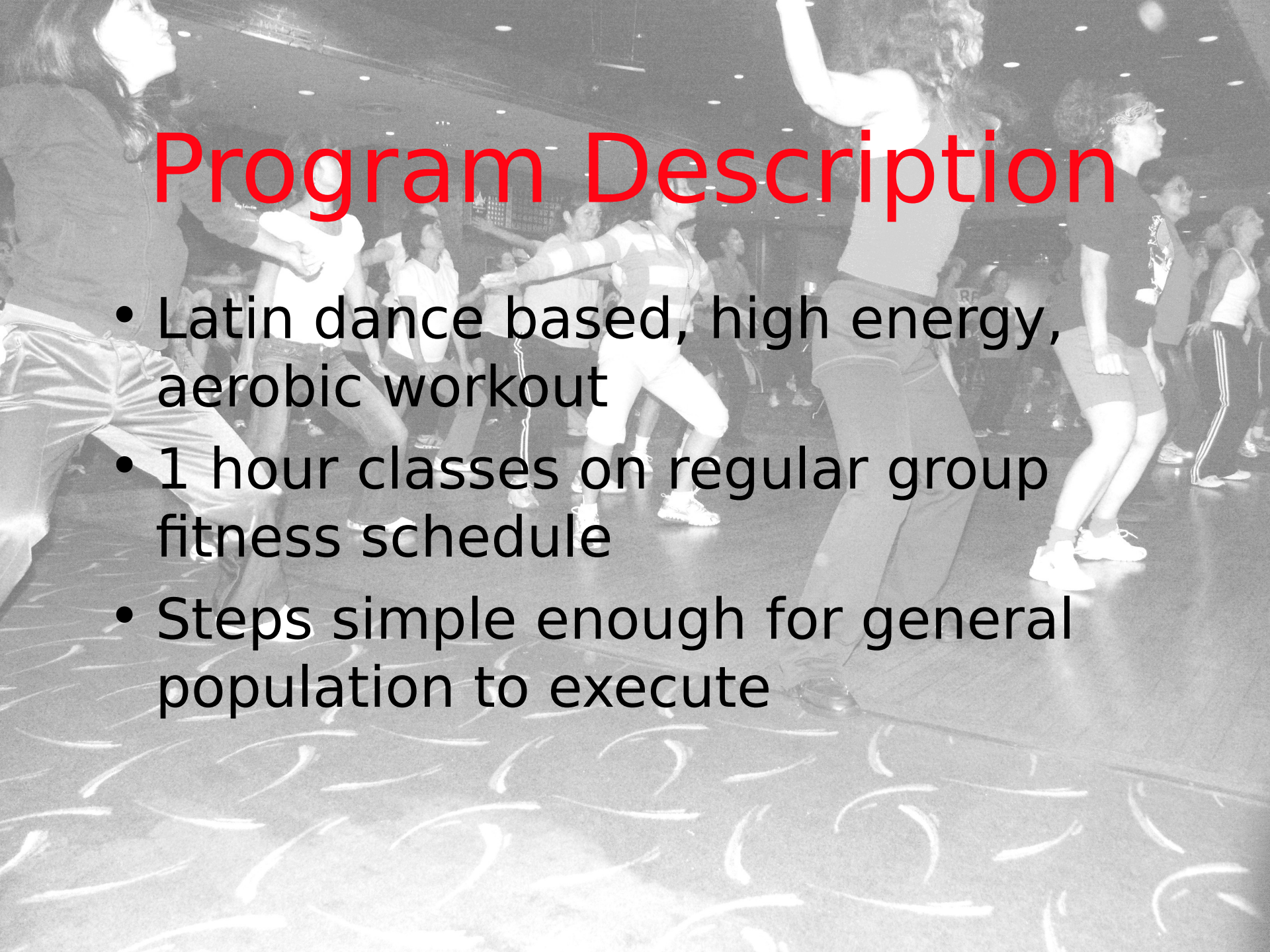
Program Results

- Excellent, increasing participation
- Consistent participants lost weight, inches, & increased the number of push ups that they could complete
- Participants have said that the program helped them not only to become more active but also to look at other areas of their life such as nutrition
- One active duty FEP member passed PFA to the excellent category

Lessons Learned

- Think, plan, prepare!
  - Staff support is essential. (Thank you Kibo & Wes!)
- Innovate & change
- Use equipment that can be easily adjusted for different ability levels (TRX & barbells)
- Maintain consistency but respond to changing class needs
- Nurture but challenge
- Registration & payment important for commitment


Zumba



Program Description

- Latin dance based, high energy, aerobic workout
- 1 hour classes on regular group fitness schedule
- Steps simple enough for general population to execute

Target Audience & Program Goals

- Everyone and anyone!
- Specifically targets those who “hate to workout” or “find exercise boring” by creating a fun, party type of atmosphere in the class
- Intensity level can be adjusted depending on how the movements are executed

Zumba Launch Party

- Using special events to promote new programs
- Focus on FUN!
- Collaboration
- Word of mouth

Results & Lessons Learned

- Highly successful in bringing in new exercisers
- Dependent on instructor; instructor needs to be high energy, passionate, encouraging, & charismatic
- Keep music and movement fresh but familiar
- Do not overcomplicate steps; participants need to feel successful

Stroller Fitness & Family Fitness Nights

Program Description

- 1 hour, outdoor, walking and resistance training class
- On regular group fitness schedule, no pre-registration or payment required
- Several times per week, evenings & mornings
- Instructors are all parents themselves

Target Audience

- Parents with young children
- Families with children of all ages
- Pre-natal

Program Goals

- Get parents and children to be active together
- Create a non-intimidating environment for new exercisers
- Provide social support for new exercisers
- Promote a balanced approach to health and fitness through education
- Inspire & motivate new and experienced exercisers

Results & Lessons Learned

- Great for new parents
- Important when ship is deployed
- Excellent “gateway” class
- Perfect for getting started

Small
Group
Personal
Training

Program Description

- Trainers work with participants in pairs or groups of three
- Trainers tailor session to individual needs

Results & Lessons Learned

- Provides a lower cost alternative to one on one training
- Attracted more new exercisers
- Gateway to independent exercise
- Built in training partner and social support
- Pitfall: both participants need to be fully committed

Key Components

- Can be personalized or universalized
- Addresses all fitness levels
- Uses qualified, motivated, instructors & trainers
- Draws upon a diverse pool of instructors & trainers
- Simple & low-cost
- Emphasizes education
- Requires that we support our instructors
- Effective marketing
- Create programs with the desired outcome in mind

Questions

- Leigh Wierichs
- lewierichs@atsugi.navy.mil
- NAF Atsugi, Japan
- DSN 264-6163